

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 26 August 2005

By: Laurie A. Torres
Laurie A. Torres

Mail Stop RCE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 8189 : Group Art Unit: 2616
Appln. No.: 09/824,434 : Examiner: Fish, Jamieson W.
Filing Date: 02 April 2001 : Att'y. Docket No.: T721-22
Title: Grouping of Advertisements on an Advertising Channel in a Targeted Advertisement System

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

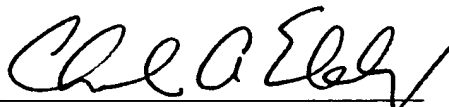
This Information Disclosure Statement is being submitted:

Application No. 09/824,434

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

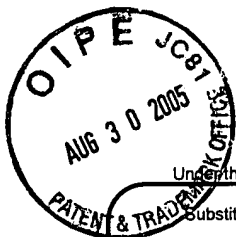
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

Respectfully submitted,


Charles A. Eldering
Reg. No. 39,180
Technology, Patents and Licensing Inc.
6206 Kellers Church Road
Pipersville, PA 18947
(215) 766-2100

Date: Aug 26, 2005

Customer Number: 27832



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number	09/824,434
Filing Date	02 April 2001
First Named Inventor	Eldering, Charles
Art Unit	2616
Examiner Name	Fish, Jamieson W.
Attorney Docket Number	T721-22

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AU	US- 4930011	05-29-1990	Kiewit; David A.	
	AV	US- 5029014	07-02-1991	Lindstrom; James E.	
	AW	US- 5099319	03-24-1992	Esch; Arthur G. et al.	
	AX	US- 5165069	11-17-1992	Vitt; James J. et al.	
	AY	US- 5305464	04-19-1994	Frett; Kenneth J.	
	AZ	US- 5319455	06-07-1994	Hoarty; W. Leo et al.	
	AAA	US- 5424770	06-13-1995	Schmelzer; Richard A. et al.	
	ABA	US- 5579055	11-26-1996	Hamilton; Scott et al.	
	ACA	US- 5612742	03-18-1997	Krause; Edward A. et al.	
	ADA	US- 5636346	06-03-1997	Saxe; Andrew N. G.	
	AEA	US- 5661516	08-26-1997	Carles; John B.	
	AFA	US- 5724521	03-03-1998	Dedrick; Rick	
	AGA	US- 5740549	04-14-1998	Reilly; James P. et al.	
	AHA	US- 5752238	05-12-1998	Dedrick; Rick	
	AIA	US- 5758328	05-26-1998	Giovannoli; Joseph	
	AJA	US- 5790935	08-04-1998	Payton; David W.	
	AKA	US- 5801747	09-01-1998	Bedard; Karen	
	ALA	US- 5808694	09-15-1998	Usui; Hirofumi et al.	
	AMA	US- 5812790	09-22-1998	Randall; Bruce William	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BI	CA2264392	01-14-1999	MIHARA		
	BJ	WO0049801	10-25-2001	YUEN		
	BK	WO0069163	11-16-2000	ELDERING		
	BL	WO9717774	05-15-1997	PARK		
	BM	WO9926415	05-27-1999	BAR-EL		
	BN	WO9955066	10-28-1999	ZETMEIR		

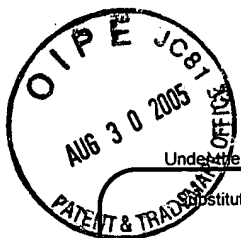
Examiner
SignatureDate
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

08/26/2005



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Institute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 2 of 3**Complete if Known**

Application Number	09/824,434
Filing Date	02 April 2001
First Named Inventor	Eldering, Charles
Art Unit	2616
Examiner Name	Fish, Jamieson W.
Attorney Docket Number	T721-22

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	ANA	US- 5815671	09-29-1998	Morrison; Eric Fraser	
	AOA	US- 5886731	03-23-1999	Ebisawa; Kan	
	APA	US- 5948061	09-07-1999	Merriman; Dwight Allen et al	
	AQA	US- 5966120	10-12-1999	Arazi; Efraim et al.	
	ARA	US- 5969715	10-19-1999	Dougherty; Brian P. et al.	
	ASA	US- 5978381	11-02-1999	Perlman; Stephen G. et al.	
	ATA	US- 6002393	12-14-1999	Hite; Kenneth C. et al.	
	AUA	US- 6020880	02-01-2000	Naimpally; Saiprasad V.	
	AVA	US- 6038256	03-14-2000	Linzer; Elliot N. et al.	
	AWA	US- 6061097	05-09-2000	Satterfield; Kevin D.	
	AXA	US- 6160570	12-12-2000	Sitnik; Eran	
	AYA	US- 6177931	01-23-2001	Alexander; Ronald et al.	
	AZA	US- 6446261	09-03-2002	Rosser; Roy J.	
	AAB	US- 6493875	12-10-2002	Eames; Thomas R. et al.	
	ABB	US- 6684194	01-27-2004	Eldering; Charles A. et al.	
	ACB	US- 6704930	03-09-2004	Eldering; Charles A. et al.	
	ADB	US- 20010013124	08-09-2001	Klosterman, Brian L. et al.	
	AEB	US- 20020087976	07-04-2002	Kaplan, Marc P. et al.	
	AFB	US- 09/204,888		Eldering, Charles A.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
	BO	WO9965237	12-16-1999	ISMAIL		

Examiner
SignatureDate
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

08/26/2005

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	3	of	3
-------	---	----	---

Complete if Known

Application Number	09/824,434
Filing Date	02 April 2001
First Named Inventor	Eldering, Charles
Art Unit	2616
Examiner Name	Fish, Jamieson W.
Attorney Docket Number	T721-22

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

08/26/2005